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REPUBLIC OF SOUTH AFRICA

PATENT KANTOOR
DEPARTEMENT VAN HANDEL
EN NYWERHEID

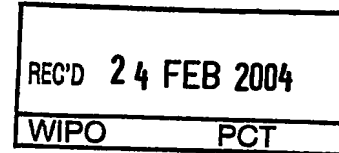


Rec'd ST/PTO 10/502118
Certificate 24 JUL 2004 #2

REPUBLIEK VAN SUID-AFRIKA

PATENT OFFICE
DEPARTMENT OF TRADE AND
INDUSTRY

Hiermee word gesertifiseer dat
This is to certify that



the documents annexed hereto are true copies of:

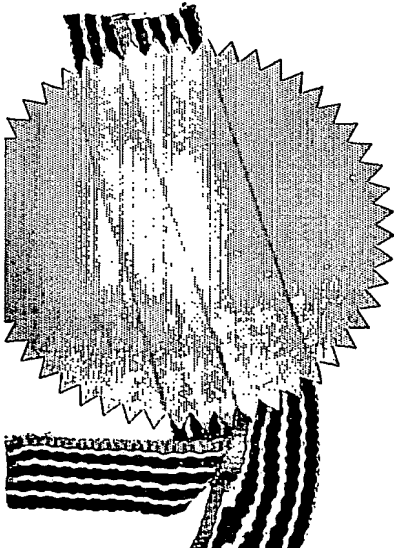
Application forms P.1, P.2, complete specification and drawings
of South African Patent Application No. 2002/4652 as originally filed
in the Republic of South Africa on 11 June 2002 in the name of
MARITZ, NICOLAAS, GEORGE; MARUCCHI, NICOLETTE and an
applicant substituted to MARITZ NICOLAAS GEORG (50%) share
on 27 February 2003 for an invention entitled: "ADVERTISING MEDIA".

Geteken te
Signed at **PRETORIA**

in die Republiek van Suid-Afrika, hierdie
in the Republic of South Africa, this

dag van
6th February 2004
day of

Registrar of Patents



PRIORITY DOCUMENT

SUBMITTED OR TRANSMITTED IN
COMPLIANCE WITH RULE 17.1(a) OR (b)

REPUBLIC OF SOUTH AFRICA

PATENTS ACT, 1978

REGISTER OF PATENTS

OFFICIAL APPLICATION NO.		LODGING DATE: PROVISIONAL		ACCEPTANCE DATE	
21	01	2002/4652		22	11 Jun 2002
INTERNATIONAL CLASSIFICATION		LODGING DATE: COMPLETE		GRANTED DATE	
51		23			
INTERNATIONAL APPLICATION NO.		LODGING DATE: INTERNATIONAL			
FULL NAME(S) OF APPLICANT(S)/PATENTEE(S)					
71					
MARITZ, Nicolaas, Georg; MARUCCHI, Nicolette					
APPLICANTS SUBSTITUTED:				DATE REGISTERED	
71 SHARE: NICOLAAS, GEORGE MARITZ (50%)				27.02.2003	
ASSIGNEE(S)					
71					
DATE REGISTERED					
FULL NAME(S) OF INVENTOR(S)					
72					
MARITZ, Nicolaas, Georg; MARUCCHI, Nicolette					
PRIORITY CLAIMED		COUNTRY	NUMBER	DATE	
NB - Use International abbreviation for country (See Schedule 4)		33	31	32	
TITLE OF INVENTION					
54					
ADVERTISING MEDIA					
ADDRESS OF APPLICANT(S)/PATENTEE(S)					
200 MAIN AVENUE, FERNDAL, RANDBURG, 2194					
ADDRESS FOR SERVICE				REF	
74 HAHN & HAHN INC, PRETORIA					
PATENT OF ADDITION NO.		DATE OF ANY CHANGE			
61					
FRESH APPLICATION BASED ON		DATE OF ANY CHANGE			

REPUBLIC OF SOUTH AFRICA
PATENTS ACT, 1978
APPLICATION FOR A PATENT AND ACKNOWLEDGEMENT OF RECEIPT
[Section 30 (1) - Regulation 22]

Revenue stamps or revenue franking machine
impression
Official date stamp

The grant of a patent is hereby requested by the undermentioned applicant on the basis of the present application filed in duplicate

OFFICIAL APPLICATION NO

21 01

2002/4652

(i) APPLICANT'S OR AGENT'S REFERENCE

(i)

(ii) FULL NAME(S) OF APPLICANT(S)

71 **MARTZ, Nicolaas, Georg; MARICCHI, Nicolette : SHARE (50%**

(iii) ADDRESS(ES) OF APPLICANT(S)

200 MAIN AVENUE, FERNDAL, RANDBURG, 2194

(iv) TITLE OF INVENTION

54 **ADVERTISING MEDIA**

(v) The applicant claims priority as set out on the accompanying form P2.

The earliest priority claimed is Country: Number: Date:

(vi) This application is for a patent of addition to Patent Application No.

21 01

(vii) This application is a fresh application in terms of section 37 and is based on Patent Application No.

21 01

This application is accompanied by:

- (viii)
- ☒ 1. A single copy of a provisional or two copies of a complete specification of 6 pages.
 - ☒ 2. Drawings of 2 sheets
 - 3. Publication particulars and abstract (form P8 in duplicate).
 - 4. A copy of Figure of the drawings for the abstract.
 - 5. An assignment of invention.
 - 6. Certified priority document(s) (state number):
 - 7. Translation of the priority document(s).
 - 8. An assignment of priority rights.
 - 9. A copy of the form P2 and the specification of SA Patent Application No.
 - ☒ 10. A declaration and power of attorney form P3.
 - 11. Request for ante-dating on form P4.
 - 12. Request for classification on form P9.
 - ☒ 13. Form P2 + copy

21 01

(ix) 74 Address for service: **HAHN & HAHN INC, 222 Richard Street, HATFIELD, 0083, Pretoria**

Dated this 11 day of June 20 02

Signature of applicant(s) or agent

REGISTRAR OF PATENTS, DESIGNS,
TRADE MARKS AND COPYRIGHT

Official date stamp

2002-06-11

Registrar of Patents

REGISTRATEUR VAN PATENTE, MODELLE,
HANDELSMERKE EN OuteursREG

This duplicate will be returned to the applicant's address for service as proof of lodging but is not valid unless endorsed with an official stamp

PATENT APPLICATION NO.		
21	01	2002/4652

LODGING DATE	
22	2002/06/11

FULL NAME(S) OF APPLICANT(S)	
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71	MARITZ, Nicolaas Georg MARUCCHI, Nicolette
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FULL NAME(S) OF INVENTOR(S)	
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72	MARTIZ, Nicolaas, Georg MARUCCHI, Nicolette
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EARLIEST PRIORITY CLAIMED	COUNTRY	NUMBER	DATE
NOTE: The country must be indicated by its international abbreviation - see schedule 4 of the Regulations	33	31	32

TITLE OF INVENTION	
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54	ADVERTISING MEDIA
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* I/We, Nicolaas Georg Maritz and Nicolette Marucchi

hereby declare that -

1. I/we am/are the applicant(s) mentioned above;

~~2. I/we have been authorised by the applicant(s) to make this declaration and have knowledge of the fact herein stated in the capacity of of the applicant(s);~~

3. the Inventor(s) of the abovementioned invention is/are the person(s) named above and the applicant(s) has/have acquired the right to apply by virtue of an assignment from the inventor(s);

4. to the best of my/our knowledge and belief, if a patent is granted on the application, there will be no lawful ground for the revocation of the patent;

**** 5. this is a convention application and the earliest application from which priority is claimed as set out above is the first application in a convention country in respect of the invention claimed in any of the claims; and

6. the partners and qualified staff of the firm of HAHN & HAHN INC. are authorised, jointly and severally, with powers of substitution and revocation, to represent the applicant(s) in this application and to be the address for service of the applicant(s) while the application is pending and after a patent has been granted on the application.

SIGNED AT Pretoria THIS 10th DAY June 2002

[Signature]

[Signature]
SIGNATURE
(no legalization necessary)

In the case of applications in the name of a Company, Partnership or Firm, give full names of signatory/signatories, delete paragraph 1, and enter capacity of each signatory in paragraph 2.

.. If the applicant is a natural person, delete paragraph 2.

*** If the right to apply is not by virtue of an assignment from the inventor(s), delete 'an assignment from the inventor(s)' and give details of acquisition of right.

**** For non-convention applications delete paragraph 5.

REPUBLIC OF SOUTH AFRICA
PATENTS ACT, 1978
PROVISIONAL SPECIFICATION
[Section 30(1) - Regulation 27]

OFFICIAL APPLICATION NO

21 01

2002/4652

LODGING DATE

22

11 Jun 2002

FULL NAME(S) OF APPLICANT(S)

71

MARITZ, Nicolaas, Georg; MARUCCHI, Nicolette

FULL NAME(S) OF INVENTOR(S)

72

MARITZ, Nicolaas, Georg; MARUCCHI, Nicolette

TITLE OF INVENTION

54

ADVERTISING MEDIA

FIELD OF THE INVENTION

This invention lies in the field of advertising or information media, that is, media or means for carrying an advertising message or information, optionally also useful as a guide or for convenience when moving around in conditions of poor visibility. The invention is applicable in dark places or places that have poor lighting. Examples of such places are cinemas, theatres, night-clubs, bars, lounges, coffee shops, outdoor venues with slight, poor or non-existing lighting and there are others.

BACKGROUND

Places that are dark or have poor lighting present special requirements for advertising. An example is in cinemas and theatres, where the house lights are dimmed after the show begins. While advertising space is already occupied in the entrance and foyer and of course is projected onto the screen in cinemas, advertising within the darkened auditorium is not provided for. The seating often has cup holders for convenience of patrons, but these are not easily visible in the semi-dark, reducing their convenience.

THE INVENTION

A means for advertising and/or for enhanced convenience in darkened conditions in accordance with this invention, includes a means of emitting a fluorescent, phosphorescent, luminescent, bio-luminescent, incandescent or other source of visible light or illumination, or other means that will glow in the dark, provided on a substrate, preferably independent of any means of conveying power to it, that has a clamping, connection or mounting means for attachment or mounting on a convenient position or surface.

In accordance with the preferred embodiment of the invention, the substrate and clamping means are adapted for connection to a mug, bowl, bottle or cup holder. The cup holder may be one provided in an auditorium of a cinema or theatre, generally mounted on a seat arm-rest. The cup holder is used to ease

drinking of a beverage, by the patron during a show. This not only provides an advertising or promotional message, but also conveniently indicates a position of the cup holder, in the dark or semi-dark. The visibility provided by the glow may also assist in persons moving to or from their seats in the darkened auditorium, for example.

The substrate may be provided with a surface application analogous to a printing process, spray application, vacuum or electrostatic mist application, silk screening, impregnating or any other technique of providing the source of visible light. Patterns may be conveniently provided by a die-cut cover sheet over a substrate that has the source of visible light.

The substrate may be a film or foil or similar that is placed onto a backing, the film or foil being replaceable, for example either to change an advertising message from time to time or to accommodate any tendency for the visibility to fade over time. Some materials, e.g. phosphorescent materials do have a limited life span.

The substrate may be given a transparent or translucent cover, through which the visible light is viewed. This can be provided to protect the source (be it a chemical deposition or other source) of visible light from being degraded or detracted from during use of a cup holder or other surfaces by a user of the facility. A translucent cover may be given a colour cast that provides a modification of the basic visible light radiation from the substrate.

In one embodiment of the invention, the substrate comprises a flexible foil, e.g. of a suitable polymeric material, that has a contact adhesive or other means of mounting and retaining it on a surface, carrying the source of visible light, that may be placed onto a cup holder that is, for example, attached to a chair armrest. The foil may be in a shape that creates a surround or partial surround around a recess into which a cup (or the like) is placed, to be held. This has an advantage of indicating the position into which a cup has to be placed, in the dark. At the same time, according to the invention, the advertisement is displayed visibly in a darkened theatre, for example.

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5
In another embodiment of the invention, it includes a base that is rigid, has attachment or clamping means for attachment to a cup holder or the like, the base adapted to support the substrate. This base may have a transparent cover clipped onto it, of a kind as mentioned above.

For example, four colours can be used that are effective as a source of light.

10
The substrate and/or base are preferably shaped and in other respects carefully designed to satisfy ergonomic requirements and considerations. In particular, where mounted on chair arm rests, chair spacing distances are to be carefully accounted for in the design. Generally spacing between rows will be an important factor to take into consideration. Optionally right-hand and/or left-hand designs can be provided for.

15 **THE DRAWINGS**

The invention will be more fully described by way of example, with reference to the accompanying drawings, in which : -

20
Figure 1 is a plan view of one embodiment,

Figure 2 is a plan view of another embodiment.

25 and

figure 3 is a sectional elevation of the embodiment shown in figure 2.

30 **THE PREFERRED EMBODIMENTS**

As shown in figure 1, the means 1 for advertising and/or for enhanced convenience in darkened conditions, includes a means 2 of emitting a fluorescent, phosphorescent, luminescent, bio-luminescent, incandescent or other source of visible light or illumination, or other means that will glow in the

dark, provided on a substrate 3, preferably independent of any means of conveying power to it, that has a clamping, connection or mounting means for attachment or mounting on a convenient position or surface.

- 5 In this case a phosphorescent paint is applied (e.g. by a silk screening process) to a substrate that is a vinyl foil with a contact adhesive underneath, that allows mounting on the rim of a cup holder (not shown) in a theatre. Extending from the rim, in this example, is a handle that is covered by the part 4 of the substrate, also carrying the glow in the dark material. The handle is
10 attached to a chair arm-rest.

- As shown in figures 2 and 3, the means 5 for advertising and/or for enhanced convenience in darkened conditions, includes a base 6 that carries a means on its surface 7 of emitting a fluorescent, phosphorescent, luminescent, bio-
15 luminescent, incandescent or other source of visible light or illumination, or other means that will glow in the dark, to be provided on a substrate (not shown) such as a vinyl foil, preferably independent of any means of conveying power to it, that has a connection means at 8 and 9 for attachment or mounting on an arm-rest of a chair. The connection means are holes at 8 and
20 9 that can receives a tie (e.g. a plastic strip that has a hole through which the end of the strip can be passed and locked when pulled tight around a structural feature of the arm-rest. The base has a rim around its periphery that locates the foil and provides a recess to accommodate the foil. A lid 10 of transparent plastic is clipped over the base after a luminescent foil has been
25 placed in to the base. The shape of the base is given an aesthetic aspect and an ergonomic functionality. An overlap lip 11 may be given to the cover along an arcuate part 12 of the base that is clamped the cup holder.

REFERENCE NUMERALS

- 1 advertising means
2 fluorescent advertising material
5 3 foil substrate
4 part of foil covering handle
5 advertising means
6 base
7 upper surface of base
10 8 hole for tie
9 hole for tie
10 clear plastic lid
11 lip of lid
12 arcuate part of base clamped to cup holder
15

20 DATED THIS 11TH DAY OF JUNE 2002

25 
HAHN & HAHN INC.
AGENT FOR APPLICANT

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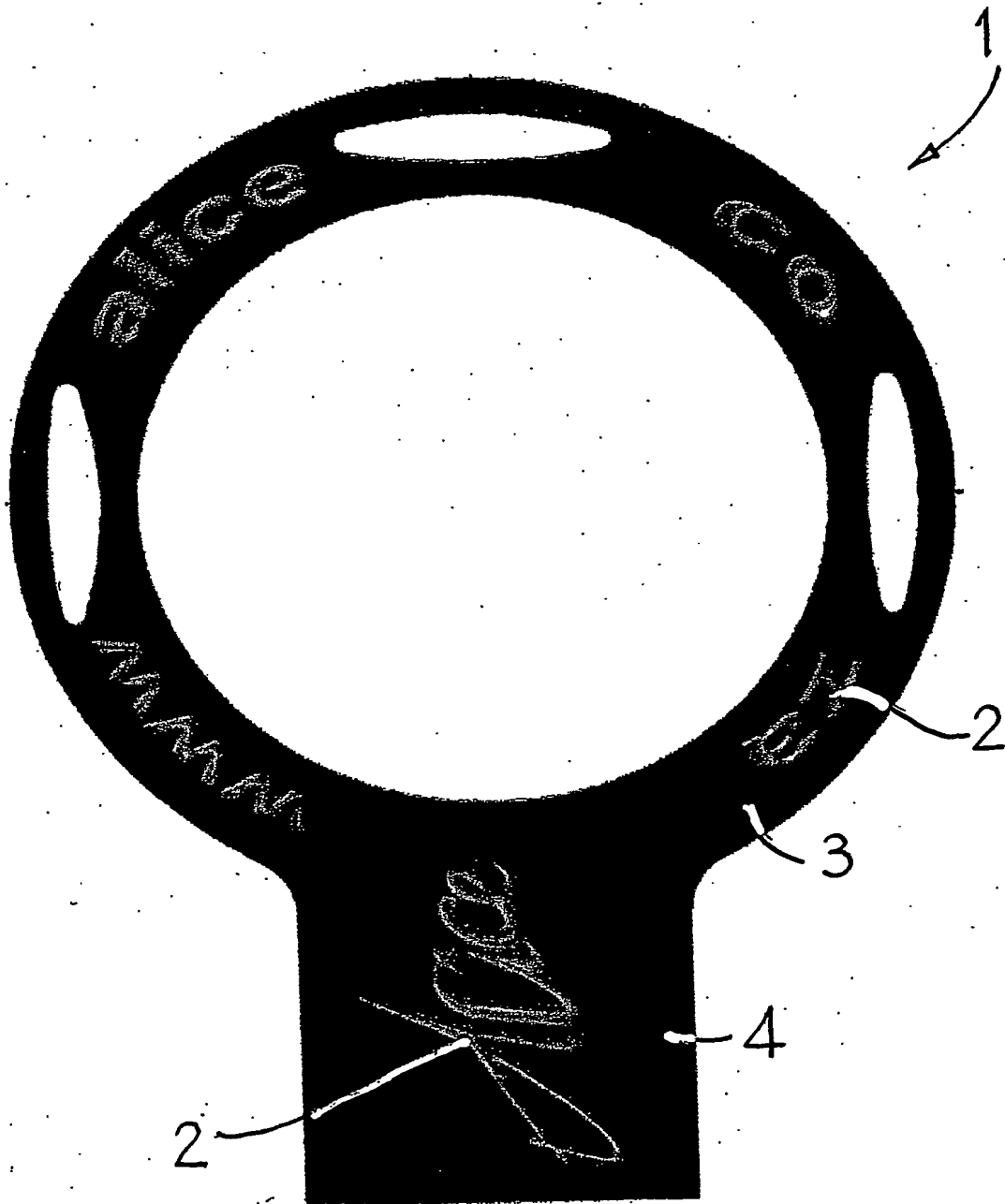


FIG. 1

